

ORDER



Orders	Order / Rev:	52015		WHP-TV CBS21
	Alt Order #:	9803721 /Brad		
	Product Desc:	Tom Smith for Senate		
	Estimate:	225		
	Flight Dates:	08/28/12 - 09/03/12		
	Original Date / Rev:	08/24/12 / 08/24/12		
	Order Type:	GENERAL		
		Primary AE:	Millennium Washington DC	
		Sales Office:	MNAT	
		Sales Region:	National	
Agency	Name:	SRCP Media		
	Buying Contact:			
	Billing Contact:			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	Smith/R/Senate		
	Demographic:	A35+		
	Product Codes:	US Senate		
	Priority:	P-2		
	Revenue Codes:	AGY, POL-CAND, GEN		
		New Business Thru:		
		Order Separation:	00:15:00	
		Advertiser External ID:		
		Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	35	\$11,625.00	\$9,881.25	September 2012	35	\$11,625.00	\$9,881.25	0.00
					Totals	35	\$11,625.00	\$9,881.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	18%	\$11,625.00
Market	100%	\$64,583.33

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	57%	\$36,812.50
WHTM	25%	\$16,145.83
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/28/12	09/03/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
N 2	WHP	08/28/12	09/03/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
N 3	WHP	08/28/12	09/03/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
N 4	WHP	08/28/12	09/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
N 5	WHP	08/28/12	09/03/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
N 6	WHP	08/28/12	09/03/12		CM	730p-8p	MTWTF--	:30	5	\$675.00	P-2	0.00	NM	5	\$3,375.00

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 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Smith/R/Senate
 Product Desc: Tom Smith for Senate
 Estimate: 225

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730p-8p M-F 730p-8p											
N 7	WHP	08/28/12	09/03/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	-----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
N 8	WHP	08/28/12	09/03/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
N 9	WHP	08/28/12	09/03/12	Sa-Su 11p-1130p News CM CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
N10	WHP	08/28/12	09/03/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
Totals													35	\$11,625.00	